



eBook

10 WAYS

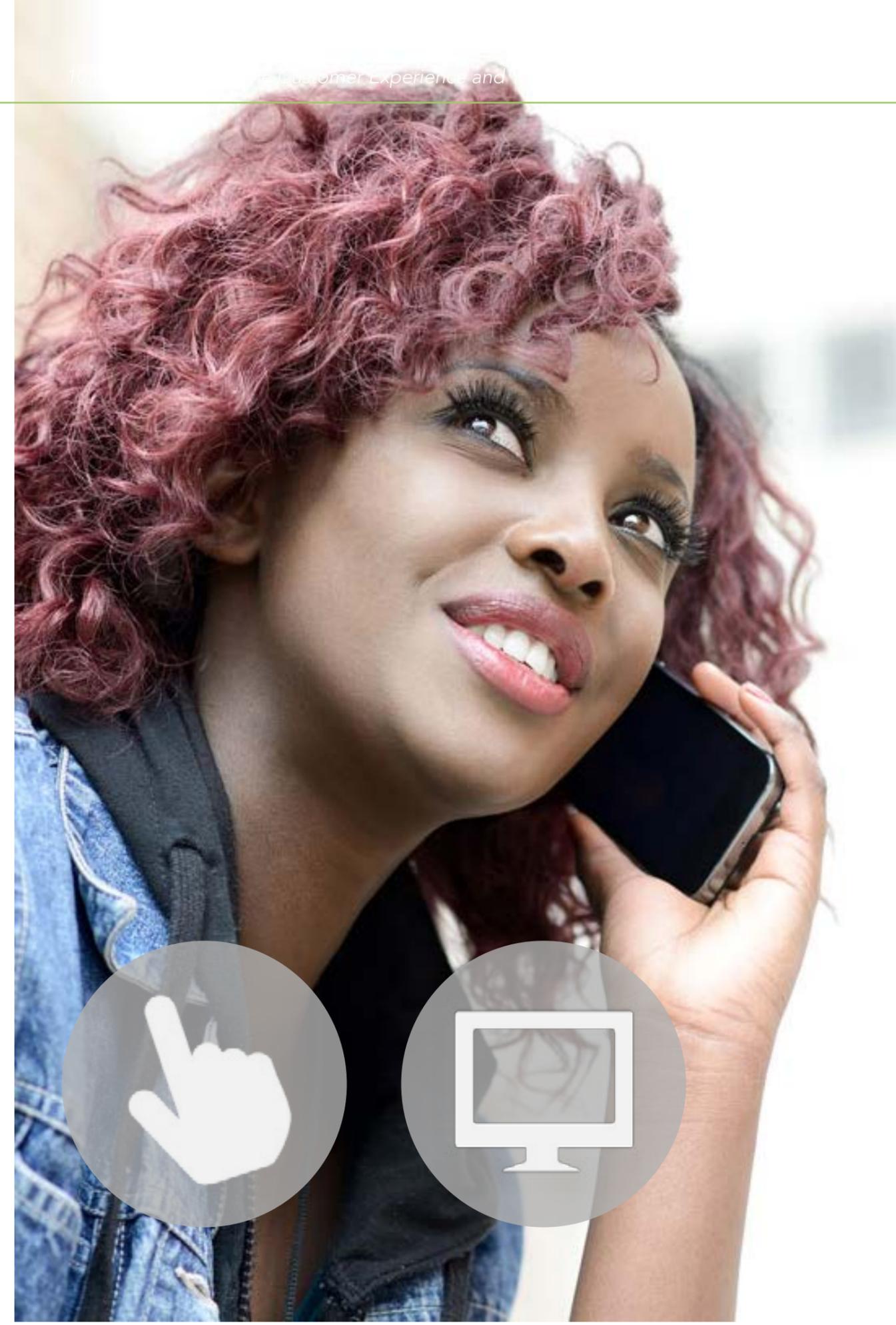
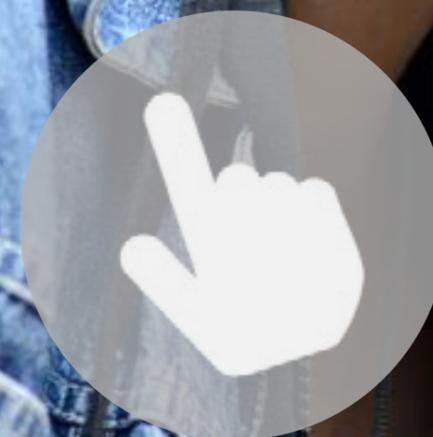
**TO IMPROVE THE CUSTOMER EXPERIENCE
AND YOUR BOTTOM LINE THROUGH SELF-SERVICE**

Today's customers prefer to help themselves. Make it easy for them.

Customer Experience \ˈkə-stə-mər\ \ik-ˈspir-ē-ən(t)s\ : (CX) The product of interactions between an organization and a customer over the duration of their relationship. These interactions are made up of the customer journey, brand touchpoints the customer interacts with and the environments where the interactions take place – including digital environments.

Rapid advancements in technology have created the age of instant gratification and minimal patience. Modern consumers, also known as “now” consumers, are less inclined to wait in line for a customer service representative.

In order to stay competitive, businesses must adapt.



The Expectations of the Now Consumer





Consumers are Demanding Greater Levels of Self-Service

[Accenture](#) reported when customers are unhappy, they're much quicker to act. In fact, half quit doing business with a company immediately after a bad sales/marketing experience. Additionally, digital marketing firm [Wunderman](#) found 88% of U.S. consumers want to engage with brands that are setting new standards in meeting their expectations. Additionally, 74% said brands can do so by providing a higher level of customer service.

Providing an experience that meets the expectations of the “now consumer” while remaining profitable is possible with a self-service strategy. Customers are seeking out companies that have the tools that enable them to accomplish their customer service needs on their own. When you consider the Aspect Index survey reported that 65% of consumers feel good when they can handle a customer service issue without having to talk to a person, it's clear self-service technology needs to be a fundamental component of CX technology investments.

Predictions for the Future of CX

In the not so distant past, customer service inquiries were handled when the *business* was available to help the customer. It has become increasingly important for companies to meet the demands of the modern customer to stay competitive. The numbers don't lie. Today, self-service tools are meeting these demands and making it possible for customers to connect with companies on *their* schedule.

1000%

The use of Virtual Customer Assistants will jump by 1,000% by 2020.¹

10%

By 2020, 10% of business-to-consumer first level engagement requests will be taken by Virtual Customer Assistants.²

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By 2020, customer experience will overtake price and product as the key brand differentiator.³

61%

61% of consumers think chatbots will allow for faster resolution/question answering.⁴

1. Gartner Predicts 2017: CRM Customer Service and Support. 2. Gartner Survey Analysis: Customer Experience Innovation 2017 — AI Now on the CX Map. 3. Walker: Customers 2020 The Future of B-to-B Customer Experience. 4. Aspect Agent Experience Survey 2017.



10 Ways Self-Service Improves Your CX and Bottom Line

Modern self-service capabilities have been proven as ways to effectively enhance the customer experience by focusing on personalized interactions that drive positive, memorable engagements.

These and other CX capabilities, along with an evolving communications infrastructure, provide a host of opportunities you can take to your bottom line.

1

HIGH RETURN ON INVESTMENT

Self-service interactions are a fraction of the cost of live agent assisted CX. If this alone isn't enough to get your attention – listen to your customers because they actually prefer self-service.

It's no secret that self-service interactions cost much less than live agent calls, *but how much are we talking about?*

- It's 8-10 times less than live agent voice interactions. The cost of live agent calls are between \$5.52 - \$7.50 versus telephony self-service which is between \$0.50 - \$0.90.
- Shifting all calls within your business to self-service may not be possible. However, if 50 - 70% of repetitive types of interactions with customers can shift – this would lead to significant cost savings.



2

CONTEXT CONTINUITY

Multi-channel is no longer a CX differentiator. Allowing customers to interact *within and between channels of their choice* is the new standard.

Context continuity is a seamless transition between channels, without the need for customers to repeat their information or what they're trying to accomplish. This ensures relevant data from prior interactions is available across all touchpoints.

Maintaining context is part of an omni-channel customer service strategy and helps personalize self-service, streamline interactions, reduce agent handle times and improve the customer experience.



3

PROACTIVE OUTBOUND NOTIFICATIONS

Proactive outbound notifications make it possible to connect with the right people at the right time through the most effective communication channel. Send critical alerts and value-added messages that reach customers on their preferred channel, while increasing agent productivity.

Benefits of outbound notifications:

- Reduce inbound calling costs
- Connect on channel of customer's choice: email, SMS, voice
- Personalized alerts, reminders, notifications and time-sensitive information
- Customers can respond at their convenience on the channel that suits them at the time



4

IN-QUEUE SELF-SERVICE/SCHEDULED CALLBACKS

No one likes to wait on hold. Increase brand loyalty by giving customers their time back with the option to receive a return phone call when the appropriate agent is available. As an additional cost-saving measure, offer mobile self-service while waiting for the return call.

Mobile self-service can often resolve the customer's question and remove the callback from the call center's queue, further reducing costs and improving the CX.



5

CALLER INTENT **PREDICTION**

Knowing why someone is calling improves the CX by saving the customer time. Enable the IVR to predict intent based on recent transactions (e.g. orders, tickets opened, reservations, outages in the caller's area) and provide the likely answer before presenting the full menu options.

Customers who value this capability are more likely to stay loyal customers and be receptive to opportunities for cross-selling and upselling.



6

THE VALUE OF **PERSONALIZED** INTERACTIONS

Tailoring the IVR experience based on a customer's profile is an optimal way to improve CX. As loyalty grows over time as a customer does business with a company, an easy way to show appreciation is by recognizing their level of status.

Customers feel valued when their loyalty is acknowledged regardless of the channel they use to communicate.



7

NATURAL LANGUAGE UNDERSTANDING

Over time, self-service has evolved from rigid, “press one” IVR call routing to an understanding of the complexities that formerly created frustration. Natural Language Understanding (NLU) capabilities have drastically improved the self-service experience.

Instead of requiring customers’ answers to align with the programming of the IVR in order for the system to understand and move the call forward, NLU-powered chatbots enable people to engage in personalized, conversational text interactions with an automated system. Customers simply ask a question and get an answer.



8

VISUAL IVR

In addition to modern consumers lacking patience, they also keep their calendars full. Finding the time to get answers to their questions or a resolution to their issue can be a challenge. Navigating the IVR while in a noisy environment or while multi-tasking in a meeting is now possible with Visual IVR functionality.

Useful for long or deep IVR menus, visual options are presented on a smartphone screen or on a mobile Web page. Callers can receive text interactions to complete a transaction or receive further information.



9

TEXT2IVR INNOVATION

Customers don't always want to wait for a live agent to complete simple tasks like name or address changes, or to check an order status. Text2IVR functionality delivers effective service, without an agent. Historically, IVRs don't do a good job of capturing proper spelling, complex information and alphanumeric codes.

Texting the IVR instead of speaking resolves this problem. Additionally, the caller is not disconnected from the IVR and the IVR flow continues based on the input received.



10

UBIQUITY OF SMS AROUND THE GLOBE

The ubiquity of SMS worldwide has accelerated self-service adoption. Self-service tools integrated with data stores containing customer information and product or service details deliver a consistent, seamless experience and have transformed the call center into the customer engagement center.

Efficiency from SMS self-service creates a better CX that companies will recognize in their bottom line.



Want to explore how self-service can improve your customer experience and bottom line?

Delight your customers and reduce costs with modern self-service capabilities that adapt to customer preferences and make highly efficient use of agent time.

Aspect has an experienced team of industry experts and a full-featured solution set ready to help.

To learn more, visit [aspect.com/self-service](https://www.aspect.com/self-service) or call 1-888-547-2481.



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